

WELL Coordinating Committee Meeting - Minutes Dec. 17, 2008, 9:30am

Present: All CC members except Mary; plus Liam and Monique
Facilitator: Jane; Minutes by Madge

1. Minutes of Dec. 3 were unanimously approved.
2. Office Logistics: Roger tried twice to check emails but the office was locked & he didn't have a key. He fielded only one phone call, but did develop a matrix for tracking phone & email actions, and will send it out when his computer cooperates. Other ideas for tracking actions were discussed, via web and Google or Yahoo systems. Roger will follow up. Monique estimates there are about 5 emails per day.
 - RJ will make office keys for all CC members, Liam, Mo, and Kimball.
 - Jason volunteers to be the next point person for handling phone and email. Roger will make sure CC members can access WELL email from home. Mo notes that phone access password has been changed.
 - In response to a question about how much administrative time Mo is spending, she says it's not clear yet due to things being in limbo (e.g. member info in storage instead of office) after the move.
3. Fliers & Donor Appeal Letter: Madge notes that we decided to postpone the donor appeal letter to mid-January, so we'll wait to print a significant run of the tri-folds until then. The copy is set; Roger will help print a camera-ready copy for the printer. (Meanwhile we're xeroxing the existing fliers for tabling at current events. Note that our Crafts Fair table yielded at least 2 new members and a page full of people interested in grain buying club.)
 - In lieu of a year-end letter, Madge will draft an email to go out to members before Xmas (re: next CC and general meetings, newsletter ads, year-end donations, etc.) and Mo will send it.
4. Financial Review: A "sidebar" on finances is how to handle the Now & Then Film Series budget, which had about \$430 (or \$450) net carried over from 2007 and about \$143 expense in 2008. We decided to settle the accounts by allocating \$350 to the Film Series (to buy a much-needed projector), with the Film Series handling its own expenses from here forward (as has mostly been the case anyway). Unanimously approved.
 - Freddie described the Profit & Loss and Balance sheets, with great improvements in simplifying and making it understandable. Note that both program events (e.g. Harvest Fest) and fundraising events (e.g. BBQ) have netted almost nothing. To keep it simple, if we have funds to do Seed Grants, we should try to have project managers handle their own budgets and just report quarterly. We should also charge a fee (7-10% depending on work required) to administer projects where we serve as a non-profit sponsor. Freddie will continue to improve the format as we have streamlined our expenses. She has

offered to donate the bookkeeping work. THANK YOU! There will, however, be some expense for payroll and IRS/State tax filings. For taxes in '08, we'll be under \$25,000 income, which means a much easier filing.

Liam notes that most bills are current, with PG&E and phone still outstanding. (Phone bill will be large due to the move, but will be re-couped in savings in 2 or 3 months.) Mo will move funds from savings to checking.

Question: Did we ever sign the MOU with WAG?

Note: We need to complete the bank signature cards.

5. Grain Buying Club Report: Madge & Jason report it's getting close to operation. Still need an MOU with Sparetime for storage, and add a disclaimer on the MFF (Mendo Food Futures) credits.

6. Ads for Newsletter: CC approves the ad rates as follows: \$10 per business-card size ad for series of 6 or more; \$15 per one-time ad. With two pages of ads (10 ads per page) that will about cover newsletter costs. CC also approves using the Local First criteria as a condition of ad buyers.

Some ads have already been requested. Liam will draft a blurb for Mo to send to our list and Local First list soliciting ads (preferably as electronic copy). Committee of Jane, Michael S., and Roger will solicit more ads as time permits.

7. January General Meeting: Many ideas are discussed (too bad Mary was absent!). For sure focus on food, include eating food together, short (say 2–10 minutes) presentations of projects underway, solicit input from members, have food hand-outs (Jason's been doing) available. Annie volunteers to do crock-pots using ingredients from the grainery project, will develop recipe hand-outs (with Jason).

Decision is to hold this event Sun. Jan. 25th approx. 4pm at the Grange, billed as a "Crock-Pot-Luck" (people bring side dishes & desserts) and kick-off of "2009 Year of Local Food Abundance". Committee of Jason, Mary & Annie will plan the event, get write-up to Liam and handle posters and other PR. Jason will also do an article on '09 food focus. Someone should get the names/info from BBQ tickets to invite all those folks as well as our members & the public!

8. Youth Outreach: High School ag teacher hasn't returned calls. Jane suggests RJ & Annie go in person. Annie encourages volunteers for "Be the Change" Day on Feb. 7th. (There will be about 100 kids; they need 20 adults.) Roger, Jane, Jason, Annie & RJ are all likely to volunteer. Jason will forward contact info of Kristen Frith. Also mentioned are ___ Bowlds, Environment Club faculty advisor; Tom Woodhouse on clean-up efforts; solar and steampunk skill-building ideas for involving youth.

9. Haehl Creek Trail: This will be on City Council agenda tonight. All encouraged to attend. (With large public turnout, it passed 4-0!!)